



ALCHEMER PLATFORM

Alchemer Mobile

Alchemer Mobile, part of the Alchemer Platform, helps you drive successful acquisition, adoption, and retention of your mobile apps. A successful mobile app has three stages of life – launch, adoption, and long-term retention and growth. Collecting and responding to in-app feedback will help mobile app owners increase the likelihood of having a successful product. Only Alchemer Mobile enables mobile teams to collect user feedback and insights across the entire lifecycle of their mobile apps.

Alchemer Mobile puts product managers, marketing, UX researchers, and customer experience professionals in control of when and how they gather actionable feedback to improve customer acquisition, adoption, and retention. This is why many of the biggest brands in the world, including CNN, JetBlue, eBay, Safeway, Marriott, and FanDuel, trust Alchemer Mobile to engage and understand their mobile customers for the life of their mobile apps.

With Alchemer Mobile, you can increase app store ratings and reviews, identify the features customers want, and respond to customer feedback without disrupting your mobile users' experience.

CONTROL THE USER EXPERIENCE

Alchemer Mobile puts you in control of who is prompted and when – using simple, non-intrusive prompts – to give you the most valuable feedback without disrupting your users' in-app experience. When you act on that feedback and respond to users, you quickly see increases in positive ratings and downloads, usage and response rates, and much higher ongoing retention rates.

INCREASE THE LIKELIHOOD OF DOWNLOADS

With Alchemer Mobile you can almost double the likelihood of a download by elevating your app store rating to 4 or more stars (Alchemer Mobile apps average 4.7 stars).

PRIORITIZE PRODUCT ROADMAPS

Alchemer Mobile helps you validate features and prioritize your product roadmap by intentionally targeting the right customers at the right time so you don't disrupt their experience.

RESPOND TO AND CLOSE THE LOOP WITH CUSTOMERS

Only Alchemer Mobile allows you to segment, analyze, and respond to customers, individually and at scale, to improve retention by making customers feel heard.

SIMPLIFY DEVELOPMENT AND UX

Alchemer Mobile lets you control, not disrupt, the user experience with our iOS and Android SDKs that are well-maintained, easy to integrate, lightweight, and require minimal ongoing maintenance.

Who It's For

Alchemer Mobile is designed for teams that want to gather feedback from mobile customers so they can improve their brand and mobile app experience. This includes:

- Product teams
- UX researchers
- CX teams
- Market researchers
- Market researchers

To learn more and to request a demo, contact your account manager or visit alchemer.com/mobile

Powerful, Actionable Mobile Customer Feedback

“Alchemer Mobile (formerly Apptective) gives us a platform to pull all of our mobile customers’ voices into one channel and **gives us an overall picture of what they say, how we can improve, and how to build our strategy on it.** We love the great responses and positive feedback, but **we see a huge benefit from the critical responses and how we can improve.**” — Katie Rice, Product at JetBlue

SDKS FOR IOS AND ANDROID

Developers love our iOS and Android SDKs because they are easy to integrate, well-maintained, and well-documented. We partner you with experts to provide hands-on guidance for your SDK integration and your dashboard customization – ensuring you launch quickly and successfully. Integrating the Alchemer Mobile SDK can be done in less than four hours per app.

CLOSE THE FEEDBACK LOOP AND TAKE ACTION

Close your customer feedback loop with Alchemer Mobile’s powerful yet easy-to-use interaction targeting. You can segment customers who have already responded to Surveys or Notes specifically and target them for in-app follow-up. Let your customers know their voices have been heard by presenting curated, targeted offers or messages to show you are acting on their feedback.

MEASURE REAL-TIME SHIFTS IN EMOTION

Predict churn and retain customers at risk by measuring real-time shifts in emotion. Our customers using Fan Signals® see 4X lower churn rates, a 15% increase in in-app message click-through rates, 3X higher average monthly spend per customer, and a 5% savings on ad spend.

SENTIMENT ANALYSIS

Identify key moments when mobile customer emotions shift so you can intervene at the right time with the right message. Fan Signals® lets you measure shifts in customer emotion to predict churn, retain those at risk, and nurture your biggest fans.

ALCHEMER MOBILE SURVEYS

Alchemer Mobile surveys are optimized for mobile with precise targeting, so you can gather a high volume of quality responses from the right customers to make faster data-driven decisions. Alchemer Mobile customers see an average survey response rate of 13%.

RATINGS + REVIEWS

Effectively target mobile customers who love your app, encouraging them to leave positive reviews and drive five-star ratings. Rapidly boost customer acquisition and reputation by targeting the right customers at the right times within your app experience.

NOTES + ACTIONS

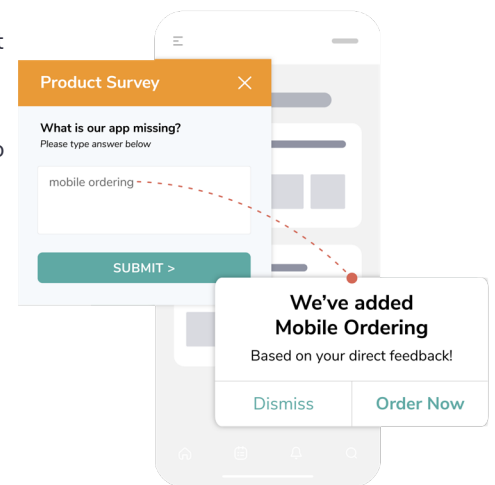
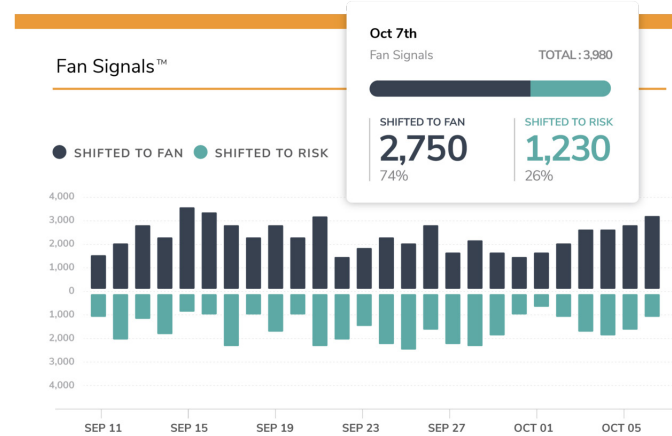
Notes are a powerful feature that allow you to drive customer engagement, provide rewards and incentives, and improve in-app customer communication.

MESSAGE CENTER

Turn your mobile app into a direct-connection channel with Alchemer Mobile’s two-way messaging capability.

ANALYTICS

Visualize your customer feedback, emotion data, and key metrics in easy-to-use dashboards to spot trends and make faster decisions using our powerful analytics.



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PART OF THE ALCHEMER PLATFORM



Collect the best feedback with **Alchemer Survey**



Capture in-app feedback with **Alchemer Mobile**



Close the feedback loop with **Alchemer Workflow**

Alchemer

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